WOMEN SHEDDING CLOTHES TO OBEY LAWS OF FASHION

Tights Take the Place of Petticoats, Dress Lining and

Lingerie.

BACK TO 1813 STYLE.

Shirtwaist and Hobble Revolutionize Garments of the

Fair Sex.

Marguerite Mooers Marshall.

And having duly promulgated these inging decrees, Dame Fashion plans through 1913 chastely arrayed through 1913 chastely arrayed a union outt, a corset and a drape

hebble freck, like the Empress Josephine of 1818 come to life again.

"What will gomen wear? used to be the great quartien," according to a lattick trade journal. "Now this query is colleged in importance by another, namely: What will women not wear? We strengly lamont the tendency of the medorn woman to go undethed. The record of fashion during recent years has been little more than a precess of elimination. One garment after another has been discarded by women, and me new ones have been

It sounded so startling that I decided to each verification and further details—likewise a prophecy of the fu-ture. All these things I obtained from Morris Aron, who is in charge of a Pifth avenue establishment and edits EXCITING PROPHECY OF A MAN WHO KNOWS.

Mr. Aron is also secretary of the Dressmakers' Protective Union of America. And I'm going to put his prophecy first, because it is most exciting.

The will wear a union suit, the lewelt part in the form of tights. The will wear a small cornet with comparatively few bones. And she will wear a close-fitting ene-piece dress, with a very slight or even ne fining. Some women to-day are sparing only those three gurmants." Speechless, I gased at Mr. Aron, to talked calmiy on.

"I believe that the underwear in lustry has fallen of 75 per cent. in the last three years, particularly that part of it which specialises in petti-coats. Of course, union suits are more popular than ever, but lacy, ruffled lingerie is a drug on the market. The women can't wear it with the present styles and, therefore, they won't buy it. Underwear is dead.

L. Underwear is dead.

"The change didn't come all at once; in fact, it began at least ten years ago. think the first thing to go was the hantel pottlecat. Furnaces, rather han fashion, diemted the decline of his article of wearing apparel, so beyond of the last amounter. It w dial in homes where stoves distributed and the floors are ould. With the wide intro-of steam heat and furnaces multy for the heavy flannel sided, and so did the skirt.

EMBLL OF THE DRESS
LONGING.

A chirtweist struck the knell of
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found that unlined skirts could
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von years ago the one-place dress

Town years ago the one-piece dress for everyday wear suddenly came to the frent. It had always been worn, of course, but for several years previous the tailored suit, with the numerous accessories needed to make it smart, was the most popular informal costuma. With the sudden impetus in the wearing of the ohe-piece frock came a decline in the trade in separate belts and collars. For the one-piece dress was usually made up with collar and belt attached, to insure quick adjustment and neat finish. "The sudden and swift popularity of the one-piece frock is in itself a proof that the entire dress movement of recent years has been toward simplification. If the custumer has been glad of the chance to save material is making garments, weman has welcomed the opportunity to save time in their adjustment."

"The collarless blouse, as well as the one-piece frock, had a share in lessening the use of the separate stock," I successed.

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"Rurely," nodded Mr. Aron.

"The collarless blouse may be high, tight collars in the daytime. They welcomed the blouse with the low, flat collar attached, or with no collar at all, and stooped buying ribbons or linen stocks and cellulaid or whalebone collar supports. At first the collarless blouse was only worn during hot weather, but women becoming used to leaving their throats uncovered found that they could easily do so during the winter months, Young women with round, plump threats stopped buying collars allogether."

And then Mr. Aron explained the most magazing apprecision of all, that of

logsther."
And then Br. Aron explained the most sendative suppression of all, that of se postlocat.

"When the hobble skirt came in, three

Incompatible. Women stopped wearing three petilcoats, then decided that two Now every sensible woman who makes an effort to be in style and wear a narrow skirt, wears tights under it and

narrow skirt, wears tights under it and nothing else.

"Another reason for the suppression of luxurious underwear is that the eminently practical woman of to-day wants to put her money where it will show. Instead of contenting herself with silk lingurie and two new frocks a season, she very sensibly cuts down her lingerte bill and buys four dresses and an extra hat.

GETTING GRAY? USE SAGE TEA TO RESTORE NATURAL COLOR OF HAIR.

the eminently practical woman of to-day wants to put her money where it will show. Instead of contenting hereoff with slik lingerie and two new frecks a season, she very sensibly cuts down her lingerie bill and tays four dresses and an extra hat.

"And, by the way," added Mr. Aron, "during the last two or three seasons millinery has been affected by the general movement toward elimination and simplification. Even dress hats, instead of being loaded down with trimmings, have shown a single large plume or a wreath of flowers. Many hats last summer were made up without wire, over a very sheer lining. And the lates of very line line and the lates of very line lates and the lates of very line lates and the lates of very line lates. Two years ago the very general adoption of the habit skirt did away with the leather or silk beit. Last summer Partisan women with slight figures left off their corseis."

Says Sage and Sulphur Dark-bottle of the ready-to-use preparation, called "Wyeth's Sage and Sulphur Hair Beautifully and Ends United The Particular Control of the ready-to-use preparation, called "Wyeth's Sage and Sulphur Hair Beautifully and Ends United The Indian Control of the seasons of the late of the ready-to-use preparation, called "Wyeth's Sage and Sulphur Hair Beautifully and Ends United The Indian Control of the seasons on turally, so evenly, that nobody can possibly tell it has been sifeless, is caused by a lack of sulphur in itself and the hair, says a well-known local pharmacist. Our grandmother made up a mixture of Sage Tea and Sulphur to over a very sheer lining. And the late of the ready-to-use preparation, called "Wyeth's Sage and Sulphur Hair Remedy." Customers like this best because it darkens so naturally, so evenly, that nobody can possibly tell it has been affected by the general town and the substantion of substantion of substantial that the sage law of sulphur in mixture of Sage Tea and Sulphur to over a very sheer lining. And the lates of substantial that the loss its color and lustre, called "W

5.00 Coat Sweater Free!



On account of retiring from the Gents' Furnishing business in my Boston store, I was compelled to take twenty dozen sweaters which were ordered earlier in the season. I am sending these to my New York store, and to each customer ordering suit or overcoat we will include a sweater with the purchase.

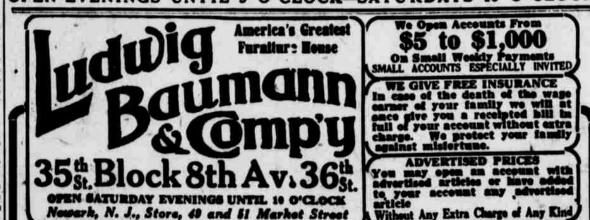
SPECIAL! 16-oz. fine wale Blue Serge. Can-not be bought in this city for less than \$25. I am taking orders. Suit to

A thousand styles of Worsteds, Cheviots and fine Tweed suitings, to order, in all the popular shades. These goods would sell regularly for \$20 and up. My price, including \$5 Coat Sweater free

Genuine Johnson's Kerseys, one of the best black ker-

I have 125 pieces of Wanskuk black and blue clay diagonals. These goods are as staple as wheat, and have been sold by me at a price of \$25 since I have been in business; but I have a great quantity at this season, which I am putting in at a price of, including \$5 Sweater free, to order.... \$15

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BIKER AND HEGEMAN DRUG STORES

The Secret of Popularity



The really interesting thing about much-sought after young women is their ability to make the best of their own charms. To know just when and how to use powders and creams and toilet accessories

is a fine art. To know of a surety the very best kinds to use -that is the secret of the power to attract.

First of all, the tint of the powder should blend perfectly with your own flesh tones. Powder that is too dark or too light is plainly noticeable. Riker's Dresden Face Powder is fine, clinging, perfectly tinted, invisible, and is made in six tints to suit every complexion.

Just as a good face powder is a necessity in making the careful toilet, so a good cold cream is needed before the powder is used and afterward to thoroughly remove all traces of it when the

A small quantity of Riker's Cold Cream spread lightly over face and neck vill make the powder adhere more closely and give a softer effect. It will also serve to protect the skin from exposure to the weather.

At the end of the day the powder must be removed from all the little pores, if you would preserve your skin's beauty. At best soap and water can only cleanse the surface of the skin. Riker's Improved Cold Cream, lightly massaged into the skin, gets way down deep into the pores. Then rubbed off with a towel or wash-cloth it brings with it the last vestige of powder as well as the impurities gathered through the day. Thus you may be sure your skin is safeguarded.

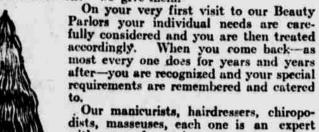
After exposure to cold, wind or sun the skin should always be cleaned with Riker's Improved Cold Cream before soap and water are used.

Riker's Dresden Fage Powder s recommended to you because it so generously fills all the requirements of a perfect face powder. Made in six tints, it offers you opportunity to exactly match your own flesh tones. These tints are white, flesh, bink, dark pink, brunette and even is recommended to you because it so generously fills all the requirements six tints, it offers you opportunity to exactly match your own flesh tones. These tints are white, flesh, pink, dark pink, brunette and eve-

Rikers' Improved Cold Cream is the purest of cleansers —always sweet, no matter how long it is kept. Always effective, making the skin scientifically clean and delightfully soft. Made from purest ingredients only. Tube, 15c; Jar, 25c, 50c, 75c.

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—so rare in most shops—is delightfully revealed in our Besuty Parlors, at 6th avenue and 23d street. This personal interest would seem essential in the care of your hands, of your hair, the details of massage. Yet evidently it is unusua. Our patrons claim they would come any distance just to get this individual treatment" we give them.



dists, masseuses, each one is an expert with years of experie .ce. The rooms themselves are so bright and

cheery, every bit of work by daylight. And each department is provided with every modern sanitary appliance and every comfort and convenience.

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Special Gray Switch (all shades), 3 stems, 20 inches long, regular \$12.00 value......

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The little folks' love of candy is a perfectly natural appetite, and pure candy, in reasonable quantities, they most assuredly should have. All unconsciously, too, they have established for us a standard in candy-making.

One unfailing test of good candy is the little folks. Candy that is good for them you can be sare is of a quality that will please you. Riker's Perfect Chocolates are "perfect" for the children.

Riker's Perfect Chocolates represent a new achievement in candy-making, pure, wholesome, delicious and moderately priced. A most uncommon assortment of the widest variety. Many flavors that are old favorites, with many new flavors



who know Riker's Perfect Chocolates they have be-To new acquaintances they are a new delight. Best of all,

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That would be the surest way to convince you that Riker's Perfect Chocolates are the kind you will thoroughly approve at the price. Only by buying them can you know.

Riker's Perfect Chocolates, 60c value—the pound, 39c.

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40c Worth of Candy for 29c

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Anywhere else you can think of you would pay 40 cents the box of chocolates which we offer you, Saturday only, for 29 cents the pound.
So unusual is the value in this candy, and so small is the

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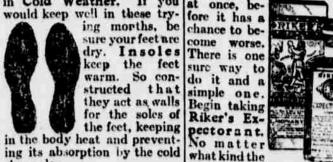
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